

Creative Coding for the Web

Session 04

09.18.15

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Agenda

1. Announcements
2. Questions??
3. "The world wide web" discussion
4. UX and UI
5. Workshop: Robot Unicorn Attack

1. Announcements

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Class Wiki

CoCr Lists

Let's build an inspiration resource

- Every week submit *at least* 1 link to each page (cool list, critical list)

Github Wiki

What is your github ID? Send it to me if you have not already.

I will add you as a collaborator to the Wiki

2. Questions

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Last week

Assignments

1. Design and implement simple Storm class page
2. Review git with try.github.io
3. Deploy Storm class page using git
4. Design and implement the logic for javascript based cootie catcher fortune game.
 1. *If you need to*, use a flowchart to map out the logic.
 2. Implement your logic in Javascript using [LightTable](#) or [Chrome Developer Tools Homepage](#).
 3. HandIn what you were able to complete. You don't have to have a working implementation.
 - If you use LightTable you can commit your .js file
 - If you use Chrome Dev Tools, you can Rt. click, save your log session and commit that file to your repository.

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Last week

Handin: Send me your Github repository

- You can put your code, scripts, text documents and images of your flow diagrams in your repository

Reading

1. [Dive Into HTML5: Intro to Semantics](#)
2. [Tim Berners Lee et al: The world-wide web](#)

2. The world-wide web

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The WWW

Tim Berners Lee

- Who was he?

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3. UI and UX

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UI/UX

Terms and Terminology

- What is UI / UX? Are they different?

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“User Experience (UX) and User Interface (UI) are some of the most confused and misused terms in our field. A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it. A great product experience starts with UX followed by UI. Both are essential for the product’s success.”

Rahul Varshney, co-creator of Foster.fm

UI/UX

Terms and Terminology

- What is UI / UX? Are they different?
 - confusingly they are often interchanged: UI/UX interchange

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Definitions

User experience design

"user experience encompasses all aspects of the end-user's interaction with the company, its service and its product"

Don Norman, author Emotional Design, The Design of Everyday Things, ...

TED: Don Norman

Definitions

UX is *NOT* usability

UX defined from the man

Definitions

UX is *NOT* usability

UX Defined from the man

...but usability does impact experience...

Apple v. Sony

Definitions

UX is *NOT* usability

UX Defined from the man

...but usability does impact experience...

Apple v. Sony

Apple v. Windows

Defintions

Ok, so what is UI then?

"...A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it..."

Defintions

Ok, so what is User Interface Design then?

"...A UI without UX is like a painter slapping paint onto canvas without thought; while UX without UI is like the frame of a sculpture with no paper mache on it..."

UI is the consideration and architecture of how the user interacts with the product. The presentation of the product and how the user can alter its presentation are the chief concerns of UI. UI tactics adhere to the themes of UX design strategy.

What do
they do?

UXD

Defining a user-oriented strategy

- who are our competitors, what are they doing?
- who are our customers, what do they want, need?
 - what do they need that they don't know they need???
 - what do they want that they don't know that they want???
- what is our product structure and strategy
 - how does our content development relate
- wireframes and prototypes ideas and concepts

source: [Career Foundry](#)

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What do
they do?

UID

Defining LNF (look and feel)

- visual design
- patterns of interactions
- coordinate with developers for implementation
- *design for multiple devices*

UI/UX

Tools and Resources

in understanding the roles it is often useful to look at the tools that are used by practitioners

- [Axure](#)
- [Eight Shapes Unify](#)
- [Google Web Fundamentals](#)

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UI/UX

Tools and Resources

Design Patterns

- [Pattern Tap](#)
- [Patterny](#)
- [UI Patterns](#)
- [Yahoo Design Patterns](#)
- [Media Queries](#)

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UI/UX

Tools and Resources

Front End Development

Development frameworks are reusable HTML/CSS/JS components and associated plumbing that makes developing front end systems across devices that integrate with back-end systems easier.

- [Front End Dev Resource](#)

3. Workshop

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Robot Unicorn Attack

Have you played??

Robot Unicorn Attack

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Robot Unicorn Attack

Scott Stoddard Lecture

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4. Assignment

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For next week

1. History of the web

Research and 6 minute Presentation

Make a simple web page for the presentation content, and use it to present your content. For this assignment it is only required that you use HTML. CSS and/or Javascript are optional

- Group 1: The web in 1992-1996; The web in 1996-2000
 - Jonah, Oceane
- Group 2: The web in 2000-2004; The web in 2004-2007
 - Jonathan, Kevin
- Group 3: The web in 2007-2014
 - Ken, Emily

2. jQuery Tutorial

- [Code Academy jQuery](#)
 - through jQuery Events

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For
next
week

3. Readings

1. Andrew Maier - [Complete Beginner's Guide to Interaction Design](#)
2. Ben Shneiderman - [Eight Golden Rules of Interface Design](#)
3. Charles L. Mauro - [Why Angry Birds is so successful and popular](#)
4. Apple OS X Human Interface Guidelines - [Design Principles](#)
5. Apple OS X Human Interface Guidelines - [User-Centered Design](#)
6. Jakob Nielsen - [How Users Read on the Web](#)

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